



Parks, Recreation
and Open Spaces
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June 6, 2024

South City Beach Concessions

The City is seeking a qualified concessionaire to operate the concession facility located at South City Beach Park, 1870 S Ocean Drive, Hallandale Beach, FL, in compliance with all City, County, State and Federal Laws and any resulting license agreement.

South City Beach Park is a very popular beachfront destination park. Centrally located on S. Ocean Drive, north of Golden Beach/Sunny Isles and south of Hollywood/Dania Beach, the space is an ideal location for a food and beverage service establishment on the beach, with ample parking and walking distance to over 20 condominiums along A1A. The concession facility is a 954 square foot interior space with an adjacent 400 foot outdoor patio space. The park is open 365 days a year from dawn to dusk.

The City of Hallandale Beach is a City Manager/City Commission form of government. It serves an area of approximately 4.4 square miles with a population of approximately 41,200 off-season with an increase in population to approximately 55,000 during season. The City's fiscal year begins October 1st and ends September 30th.

The successful proposer will be an experienced food service provider with experience and expertise in managing a public food concession. The successful proposer will:

- Operate a licensed, high quality food concession.
- Be licensed to serve and sell Beer, Wine.
- Maintain the prescribed levels of insurance, to be established by the City.
- Conduct operations so that the environment is not negatively impacted.
- Pay a monthly license fee and/or revenue sharing agreement to be negotiated.

To properly evaluate all interested parties to ensure a quality food and beverage service to the park and beach goers, the City is accepting written proposals through close of business on June 27, 2024.

All proposals should include:

- **Business Overview** – Provide an overview of your company, its structure, management/ ownership, experience, competitive advantage, and current operations.
- **Operational Plan** – Provide your plan for operating the concession including concept; sample menu with proposed pricing; hours of operation; staffing; and build out/ equipment/ furniture plan.

- **Financials** – Provide your proposed license fee and/or revenue sharing agreement along with your requested agreement term. Provide proof of financial stability to be successful in this endeavor.
- **Additional Information** - Please include references with contact information; proof of experience operating a public food services establishment; resumes for all key personnel; and any other supporting documentation to assist us in evaluating your proposal.

Please email your proposal to HBParksRec@coHB.org no later than close of business June 27, 2024. We look forward to reviewing your proposal!

